

Abstract

This thesis called „Prototypization, archetypization and mythologization in Avatar“ deals with movie, which took the first place in audience ratings. Long-awaited, high-budget movie Avatar has become a landmark in film industry by utilizing the latest technology in making mores and influenced the creation of movies, that came after him. The first part is devoted to theories of semiotics and definition of science fiction with subgenres, which are utilized in to construction of narration. The second part of thesis is focused on narrative, musical, speech and image analysis. Theories and procedures, which are marked out on previous chapters, are here applied on each of the movie scene. Commencement of movie with 3D effects aroused the interest of the audience to regularly visit a cinema again. This thesis studies the impact of the new phenomenon on quality of workmanship and tone of the story first shot with the help of new technology. The story line goes back to the myths, that are already functional and creates their own semiotic space with the help of their best practices. This movie is using superficial prettiness and trying to impress the viewer senses, with perfectly sophisticated virtual reality and protruding images and all of that is for reaching success. Avatar became here as a new prototype for a new generation with the help of old and certified archetypes.